

Message Text

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PAGE 01 JOHANN 01880 221009Z
ACTION AF-10

INFO OCT-01 ISO-00 EB-07 COME-00 /018 W
-----033233 221019Z /23

R 220900Z JUL 77
FM AMCONSUL JOHANNESBURG
TO SECSTATE WASHDC 6429
INFO AMCONSUL CAPE TOWN
AMCONSUL DURBAN
AMEMBASSY PRETORIA

LIMITED OFFICIAL USE JOHANNESBURG 1880

EO 11652: N/A
TAGS: BEXP, EGEN, EFIN, SF
SUBJECT: COMMERCIAL PROGRAM: U.S. AFFILIATE OF ECHLIN MANUFACTURING
COMPANY TO SIGN SULLIVAN GUIDELINES MANIFESTO

REF: JOHANNESBURG 1682

1. JOHN E. ECHLIN, CHAIRMAN OF ECHLIN MANUFACTURING COMPANY,
ECHLIN ROAD, BRANFORD, CONN. 06405 TEL (203) 481-5771 CALLED
ON THE CONSULATE GENERAL FOR BRIEFING AT SUGGESTION OF C. W.
STEWART, SOUTH AFRICAN MANAGING DIRECTOR. FIRM'S LOCAL NAME
IS ECHLIN CHARGER MANUFACTURING CO. (PTY) LTD., P.O. BOX 10442
JOHANNESBURG, TEL (011) 869-2607.

2. ECHLIN IS THE FOUNDER OF FIRM ESTABLISHED IN US IN 1924.
CURRENTLY WITH SALES IN EXCESS OF ONE QUARTER BILLION DOLLARS
WORLDWIDE. LOCAL AFFILIATE WAS FOUNDED IN 1969 AND IS 94 PERCENT
REPEAT 94 PER CENT OWNED BY US PARENT.

3. ECHLIN SAID THAT FIRM EMPLOYS 150 OF WHOM 125 ARE BLACK. HE
TOLD CONGEN OFFICER THAT FIRM HAS EXCELLENT MARKET POSITION
AND HAS A MAJOR PROBLEM CONCERNING EXPANSION WHICH IS REASON
FOR HIS VISIT. HE SAID THAT FIRM IS NOW LOCATED IN A HODGE-

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PODGE OF BUILDINGS BECAUSE IT HAS BEEN LEARY OF ADDITIONAL
INVESTMENT BECAUSE OF AWARENESS OF US BOARD OF DIRECTORS OF
WHAT HE DESCRIBED AS "SENSITIVITY OF NEW INVESTMENTS IN THE
RSA". ECHLIN FURTHER SAID THAT INVESTMENT IS ESSENTIAL IF FIRM
IS TO AMELIORATE THE LOT OF ITS BLACK EMPLOYEES AS IT MEETS
NEED FOR BETTER WORKING CONDITIONS AND PLANT EXPANSION. HE
ESTIMATED NEW INVESTMENTS WOULD INITIALLY ENTAIL AT LEAST ONE

HALF MILLION DOLLARS.

4. IN COURSE OF DISCUSSION US INVESTMENT GUIDELINES IN SA
AND PUBLICATION OF SULLIVAN MANIFESTO, ECHLIN SAID IT WAS HIS
INTENTION TO RAISE MANIFESTO WITH HIS BOARD OF DIRECTORS IN
US AND URGE ITS ADHERENCE.
JOHNSON

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Message Attributes

Automatic Decaptioning: X
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Channel Indicators: n/a
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Concepts: PERSONNEL, FOREIGN INVESTMENTS
Control Number: n/a
Copy: SINGLE
Sent Date: 22-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Date: 22 May 2009
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Disposition Reason:
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Review Content Flags:
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